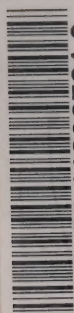


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Community Action for Post-War JOBS

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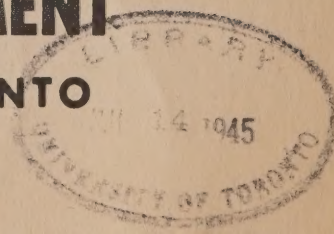
INDUSTRIAL SERIES NO. 1



ONTARIO

THE DEPARTMENT OF
PLANNING and DEVELOPMENT

QUEEN'S PARK — TORONTO



- MINISTER -

Hon. Dana Porter, K.C.

- DIRECTOR -

Dr. Geo. B. Langford

M E M O R A N D U M
PRESENTED TO THE
REHABILITATION CONFERENCE
OF DELEGATES OF
REGIONAL COMMUNITY COMMITTEES

by

C. H. McL. Burns
Industrial Engineer
Dept. of Planning & Development

THIS MEMORANDUM IS INTENDED:

TO STIMULATE COMMUNITY THINKING AND COMMUNITY ACTION FOR JOBS.

TO GIVE DIRECTION TO AND ASSIST IN ORGANIZING COMMUNITY EFFORT.

TO SERVE AS A FRAMEWORK FOR COMMITTEE AND NEIGHBOURHOOD DISCUSSION.

TO THE END THAT BY THE UNITED EFFORT OF ORGANIZED AND CO-ORDINATED COMMUNITY ACTION, WE SHALL CREATE NEARLY HALF A MILLION JOBS NEEDED RIGHT HERE IN ONTARIO.

F O R E W O R D

The problem uppermost in the minds of all men and women in the armed forces and war industries and their families to-day is -- A PEACETIME JOB.

Probably half a million of these men and women in the armed forces and wartime industries will be looking for jobs in Ontario. They are too busy to do any planning.

When peace comes they want to come home -- home to a living, healthy, growing, prosperous community that can provide employment and security for themselves and their families.

To develop and grow, to be healthy and prosperous, your community needs the vision and the energy of these young people. Furthermore your community owes it to them.

The need is obvious. The responsibility for co-operative community action for JOBS and PROFITS is equally apparent.

W H Y C O M M U N I T Y A C T I O N ?

BECAUSE:-

Industrial Planning is concerned with utilizing our productive resources to improve standards of living and social security.

Our greatest natural resource is manpower.

Manpower plus machines, scientific skill and technological knowledge, power and raw material means maximum production--maximum income--maximum wealth--maximum standard of living--maximum security and more JOBS.

This is the kind of community men and women in the armed services and war industries will want to return to.

You have a RIGHT to live in this kind of a community, but rights entail OBLIGATIONS, whether the form of society be feudal or industrial.

Planning is not solely a government responsibility. It is the responsibility of every individual and every group of individuals in each and every community.

G O V E R N M E N T A C T I O N

- (1) The Government can give direction and can assist with the larger economic problems involved.
- (2) The Government can support and implement the efforts of private business and industry, but without the guidance and facts made available by local community planning the government can only make jobs by interference with local business enterprise and the doubtful expediency of increased bureaucracy.
- (3) Following sound and constructive community planning, the Department of Planning and Development can piece together and co-ordinate the diverse details of individual community planning from which to develop a comprehensive and unified provincial plan for post war industrial development.

W H O ?

Who is responsible for Community Action?

Y O U!

Because Community Planning is the responsibility of each individual and every group of individuals in the community.

Obviously, the demand for the goods and services produced in your community must provide JOBS and livelihood for the people of your town. The more people with jobs the better your income and the more goods and services you demand.

It is equally apparent, then, that the established business people and labor are most interested and must accept the responsibility for Community Action.

Somebody has to be the "Spark Plug". What about YOU?

Y O U! Every worker, business man, business woman, every professional man, banker, housewife, school teacher, clergyman, everybody.

W H A T C A N Y O U D O?

Individually and alone you are impotent,
if not powerless.

Your power to accomplish something lies
in organization--the co-ordinated, co-operative,
united effort of a group--"a power group".

- (1) If you want to live in a live, healthy,
growing, prosperous community--
- (2) If you want to see your boys and girls stay
at home--
- (3) If you want jobs for the men and women in
the armed forces and war industries in your
town--
- (4) If you think any or all of this is worthwhile--

GET BUSY and organize a Power Group if only
in your immediate neighbourhood.

GET ACTION!

If your community has a Post-War Planning Committee find out what they are doing and be ready to help them with suggestions from your neighbourhood group.

If your town has no official Planning Committee or Group, go and see your municipal officials, Board of Trade or Chamber of Commerce; your Service Clubs or Labour or Veterans' organizations and suggest some organized ACTION.

If you can't get ACTION any other way, take your neighbourhood power group with you and demand it.

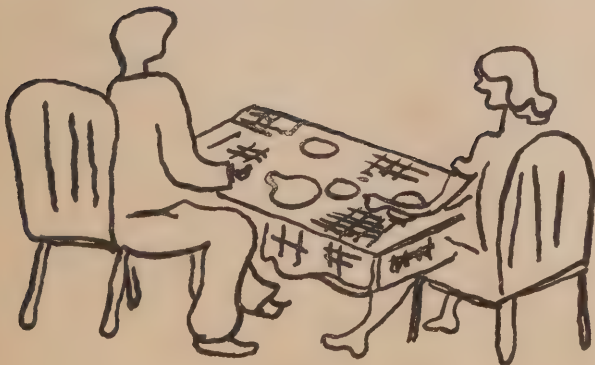


Somebody has to take
the initiative--
WHY NOT YOU

Talk it over with your
friends and neighbours.



Call on business and
Municipal leaders. Some
at least will feel as you
do and help you organize.



Ask a few for lunch if
necessary. Get them
interested.

CALL A MEETING.

SELL YOUR IDEA TO THE MEETING.



When a group of you demand action, you will get it -- from your local politicians, if nowhere else.

If they won't listen, get some new politicians.

HOW TO USE THESE SUGGESTIONS

Discuss the ideas suggested with your Planning Committee or Planning Group.

Select two or three ideas which seem to hold the most promise for your community and get something started.

Do something about it NOW.

In your immediate community.

Don't let one committee try everything at once.

Give the several jobs that need doing to several committees to do.

Divide your responsibility for detailed study and work.

See that every interested group in your town is represented. Have represented on every committee: Municipal Government, business, industry, labour, educational representatives, business women, women from the homes and some impetuous youth as well as conservative middle age.

Don't expect the Department to send someone to work with you. This is a programme of self-help. Shortage of manpower, wartime economy and travel restrictions made this programme of self-help necessary as well as preferable

YOUR COMMUNITY

Large industrial centers would welcome any plan that would get many of the wartime munition workers out of the large industrial centers and back to their home town community as soon as possible.

Small communities would welcome any plan for the improvement and development of local business and industry. Most communities would like to have their war veterans and wartime industrial workers return. The return of war veterans and wartime industrial workers to the small communities would assist materially:

1. In the decentralization of industry.
2. In easing the housing situation by increased occupancy in the communities where there is a surplus of houses or available building sites relatively close to business or job.
3. By increasing taxes paid to local communities.
4. By improving local market conditions and the demand for local goods and services.

The growth of a community increases tremendously the value of property and the demand for improved paving, lighting, policing, water and sewage system, educational and recreational facilities. The more densely populated a community, the better its theatres, libraries, and other cultural entertainment.

An increase in population brings people into closer proximity, makes them more interdependent and develops a social and economic demand for services that cannot be supported by a smaller group.

S E R V I C E I N D U S T R I E S

The small town in planning to help returned men and war workers find jobs, must not run away with the idea that the sole alternatives include only the location of a new factory in town or local public works. They should think in terms of giving every encouragement to the improvement and development of local stores, restaurants, hotels, schools, hospitals, laundries, modern shoe repairing, hair-dressing and valet services, and a hundred and one other trades and services that might improve living conditions in the community.

Roughly, only 25% of the gainfully employed in Canada are normally employed in manufacturing.

Practically one-half of the gainfully employed in Canada previous to the war were engaged in the service industries.

Probably most of the people you know are engaged in the service industries as distinct from farming, fishing, manufacturing, etc.

To get a complete list of the services that can be supported by an urban population, read the Classified Advertisements in your Telephone Directory.

If this country is to have a higher and higher standard of living after the war, the movement into the service occupations is to be welcomed and planned for at the expense of farming and manufacturing.

Most of us want service. Aren't there just as many people want a laundry that gets shirts clean and delivers them on time as there are people who want a new washing machine?

Don't steer the men from the armed services who have learned all about radio into a factory which manufactures radio equipment; steer him into setting up a local electrical repair and service shop. In this highly mechanized war men and women in the various services are being taught many different trades and skilled in many diversified lines. Let these people be set up to serve the local community, earn a decent livelihood for themselves and dependents and increase the tax-paying and purchasing power of the community.

If men and women discharged from the armed services or war industries need further training in any of the service industries or skilled trades, the Ontario Training and Re-Establishment Centers can provide it.

S E R V I C E E S T A B L I S H M E N T S

Some towns have lost so many doctors and dentists to the armed forces that this too has become a pressing community problem. Here are some questions to help you uncover opportunities to strengthen the professional and business services available in your town:

1. Are there enough of these in your town: ambulances, barber shops, banks, beauty parlors, day nurseries, dentists, doctors, employment offices, insurance brokers, laundries, lawyers, social-service workers, tailors, and undertakers?
2. Does your town have modern and adequate hospitals, sanitariums, and rest homes?
3. Does your town have clinics, either free or part-pay, where people of limited means can get: dental service, medical aid, and legal help?
4. Are the utility services adequate: electric power, gas, telegraph, telephone, transportation and water?
5. Are good repaid services available for: autos, electric appliances, clothes, farm equipment, household equipment, machinery, office equipment, radios, shoes, tractors and trucks?
6. Do banks give adequate service on: business loans, crop loans, investment advice, personal loans, real-estate loans and trusts?
7. Is there a good entomologist or farm advisor available in your town?
8. Are there any important services needed but not available in your town?
9. Do your local schools have adequate training programs for adults and others who want to learn a trade such as automobile or radio repairing?

MORE KIDS - MORE JOBS.

Your community needs its young people. The interests of young people are tied up with everything that benefits business and makes for a strong, healthy, living community. Every youngster is a customer--customers mean JOBS.

Make your community a permanent home for your young people. Why let your most valuable asset drift away to some more alive and progressive town or to the city? Keep customers at home--no customers--no JOBS.

These questions should help guide your study:

1. Do your young people want to come home to your community or do they prefer to go elsewhere?
2. Approximately what percent of the high school graduates in peacetime remained in your community, and what percent moved elsewhere?
3. What were the main reasons for their leaving?
4. What can be done to encourage more of them to settle and establish homes in your community?
5. Is there any local business group or leader who helps young folks find jobs upon graduation?
6. Do the churches, civic groups, and clubs encourage and welcome young people as participants?
7. Is there a good business college in your community?
8. Do your schools give adequate vocational training to prepare students for jobs?
9. Do you give adequate guidance to:
 - (a) boys in selecting a career?
 - (b) to girls?

10. Are enough agricultural subjects taught in your High school? (If "no", what courses should be added?)
11. Do local farmers help young people find farm employment?
12. Are the farmers in and about your community making life on the farm more interesting and attractive by the use of modern farm equipment and household appliances?
13. Is there entertainment for young people in your community or do they have to go over to some other town?
14. Are there adequate recreational facilities for teen-age girls and boys? Have you a swimming pool, a rink, a Teen-Age House?
15. Have you a Junior Chamber of Commerce for the young men?
16. Have you a Community or Neighbourhood House for young married women?
17. Have you a Nursery School?
18. Have you Public Parks and Playgrounds?
19. Have you safe streets for children going to school?
20. Last, but by no means the least, how many young people have you on your Post-War Planning Committees?

BRING MORE FARM BUSINESS TO YOUR TOWN

OFFER FARMERS MORE SERVICE

ASK LOCAL BUSINESS MEN THESE QUESTIONS:

What sources of friction are there between farmers and townspeople in your area?

Do farmers feel at home in your community, that is, have they been made a part of all major undertakings, or are they treated like outsiders?

Do farmers like to trade in your town?

Is there close and active cooperation between farm and business organizations to solve mutual problems?

Are the roads into your town good?

What can be done to make it more convenient for farmers to trade in your town?

What opportunities exist for your local stores to buy and feature more farm products grown in your area?

Is there an active committee or group working on this problem?

Are there small cold-storage lockers in your town where farmers can keep their surplus dressed meats and perishable items?

STRENGTHEN YOUR DISTRIBUTIVE TRADES

The following questions will stimulate ideas:

Is there adequate parking space for shoppers?

Are you losing rural trade to other communities? If so, is it because of better merchandise, better service, lower prices, or more convenient transportation?

Do enough stores have clean public rest rooms for shippers and their children?

Is there any place mothers can leave their children while shopping?

Are there plenty of good public eating places?

Is there any important merchandise or service which is needed and not available in your town?

MANUFACTURING OPPORTUNITIES

What further services can your town reasonably render to established industries?

Are there any industries which might be induced to locate in your town?

List the advantages which your town has to offer to industries such as:

- Natural resources
- Power
- Labor supply (Skilled and Unskilled)
- Nearby markets
- Transportation facilities
- Idle Plants
- Machinery



THROUGH THE YEARS
CANADA'S CHIEF PRODUCTS HAVE CHANGED

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